

MAR 29 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 26, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 26 2:00- 6:00 P.M.	PRESS PREVIEW: MODEL APARTMENT At Clinton Hill, Brooklyn, Abraham & Straus is opening a model apartment decorated by the A. & S. Interior Decoration Department. The apartment consists of combination living and dining room, bedroom, kitchen, bathroom and a reception room where an A. & S. decorator will help people with decorating problems when Clinton Hill opens to the public on Monday, March 29th. Press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	CLINTON HILL HOUSING DEVELOPMENT, 209 CLINTON AVE.
Friday March 26	"POWERS GIRLS" MOVIE AND FASHION SHOW During the two-weeks' run of the new United Artist's movie "The Powers Girls" at Loew's State Theatre, Arnold Constable will present a tie-in fashion show daily on Powers' models. Fashion Show Publicity: Jeanne Pierre, CA. 5-2300. United Artist's Publicity: Robin Harris, BR. 9-7300.	ARNOLD CONSTABLE	LOEW'S STATE THEATRE 1540 BROADWAY
Now Available	4 NEWLY PUBLISHED BULLETINS ON MANPOWER PROBLEMS BY AMERICAN MANAGEMENT ASSOC. The answer to the better utilization of America's working forces lies in four newly published bulletins prepared by the American Management Association and available on application to the Association (330 W. 42nd St., N.Y.C.) at a cost of 50¢ each for the first three; and 75¢ for the fourth. Subjects covered: Prod. 142: "The War Production Drive and Suggestion System Techniques"; Prod. 141: "Assimilating Women Workers--Reducing Absenteeism"; Prod. 140: "Job Methods, Training and Other Production Helps"; Prod. 139: "Outlook on Production, Manpower and Wages". Contact: BR. 9-6055.		
Just Issued	THE "COMPLETE BOOK OF SEWING" BY CONSTANCE TALBOT A welcome and needed 303-page guide and reference book, lavishly illustrated, and of great service to millions of novices. Chapters on measuring, cutting, fitting, and assembling garments, home furnishings, mending, cleaning and saving routines, included. Cost, \$2.95. Publisher, Halcyon House.		
Now Going On	RE-OPENED A. & S. GARDEN ADVISORY COUNCIL Daily except Saturday from 12:30 to 4 P.M., women who love gardens, especially this year out of patriotism, will be on hand at this garden center to advise and answer all gardening questions. Nothing daunts them from beginning victory gardens to veteran flower growers. Also a series of six victory garden lectures Wednesdays and Fridays, from 3 to 4 P.M. on the 7th floor, including talks on horticulture, growing greens, herbs and herb cooking, etc. Open to public. Publicity: Emily Adamson, TR. 5-7200.	BROOKLYN GARDEN CLUBS AT ABRAHAM & STRAUS	GARDEN CENTER BOOTH 5TH FL. EAST BLDG.
Now Showing	CRISP COTTON HATS AND RELATED ACCESSORIES For April 15th delivery, Helen Liebert, is now showing a gay group of crisp cotton hats and related accessories including clip-on-corsages, gilets, bags, gloves, etc. These will give any hat department a charming Spring pick-up. Contact: Helen Liebert, PL. 3-2936.	HELEN LIEBERT	ATOP 19 WEST 57TH ST.



WEEK BEGINNING MONDAY MARCH 29, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 29- May 10 11-1 & 2:30- 4:30 P.M.	SIX WEEKS VICTORY GARDEN COURSE Each week, the store will give five lectures on each topic, repeated twice daily, morning and afternoon. Enrollees must select one hour or the other and attend at same hour for the duration of the course. Lectures as follows: March 29-April 3--"Planning the Garden and Preparing the Soil". April 5-April 10--"The Cold-Frame and Early Out-door Seed Sowing". April 12-April 17--"Later Out-door Sowing". April 19-April 24--"Thinning Out, Transplanting and Planting". April 26-May 1--"Disease and Pest Control of Your Victory Garden". May 3-May 8--"Summer Care of Your Victory Garden". Cost of lectures, \$1.10 for the entire series of six. Publicity: Miss Jean Sherry, CH. 4-2000, ext. 3078.	R.H. MACY & CO., INC.	HERALD SQUARE VICTORY GARDEN SEC.5FL.
Monday March 29 12:30- 1:30 P.M.	WEEKLY "QUICKIE" FASHION SHOW Career girls of the mid-town section will have their usual noon-time glimpse of smart career wardrobes during the lunch hour. These weekly shows are economically timed and smartly presented. Open to Press and career girls. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR
Monday March 29 1:00- 5:00 P.M.	REFLECTIONS OF THE INNER EYE Jimmy Ernst, son of Max Ernst, famous surrealist painter, has developed a new system of art called the "Inner Eye". This is a form of idealogical painting where the artist expresses his faith in people through his paintings. The result in this case is fantasy. The paintings are interesting and deserve attention. Press Preview, March 29th, 1-5 P.M. Opens to public March 30th through April 14th. Contact: CI. 6-7247.	JIMMY ERNST	NORLYST GALLERIES 59 WEST 56TH STREET
Monday March 29 2:30 P.M.	WAR-TIME FASHION SHOW In an effort to help women dress sensibly and attractively during war time and to teach them how to care for and conserve their clothing, the Manhattan C.D.V.O. will present a fashion show of war-time wardrobe-stretchers. The presentation will include fashions made from McCall Patterns, as well as smart new neckwear--all of which will be available to organizations wanting to put on this fashion show, as part of the C.D.V.O. Consumer Education program. Press preview by invitation to newspaper, magazine and radio writers. Contact: Constance Rykert, Manhattan C.D.V.O. Headquarters, 93 Park Ave., N.Y.C., LE. 2-2870 or MU. 6-6900.	MANHATTAN C.D.V.O.	BILTMORE HOTEL MUSIC ROOM
Week of Monday March 29	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL The Bamberger Woman Power Council, organized to get Jersey women started right in their war jobs, has for its program for the coming week the following interesting features: Monday, March 29, 2:30 P.M.; Handy Andy Fix It Yourself Course, conducted by Albert B. Gross. Tuesday, March 30, 11 A.M.-1 & 2-4 P.M.: Victory Garden Leaders' Course. Wednesday, March 31, 6:30-9 P.M.: Victory Garden Course. Thursday, April 1, 2:30-3:30 P.M.: Canning Course on Hot Foods. (Continued on following page)	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
The Bamberger Woman Power Council will send advance notice of coming programs on request. There is a \$1 registration fee for the Victory Garden Course, which includes five Wednesday evening lectures. Publicity: Nan Findlow, Market 2-1212.			
Monday March 29 7:00- 10:00 P.M.	16-WEEKS' COURSE IN BLUE PRINT BUSTING Today's artist often needs an understanding of engineering to cope with industrial art. Therefore, this course in "Blue Print Busting" to convert the special skills of the artist and designer into the mechanized channels of industrial and war plant production. Registration now going on. Cost of course: \$100; except to advance students, then \$75. Registration fee, \$5. Contact: Michael Davidson, MU. 9-5463.	GRAND CENTRAL SCHOOL	GRAND CENTRAL TERMINAL BUILDING
Monday March 29- March 30	MONTHLY SHOE EXHIBIT Due to difficulty in travel, this Chicago shoe showing replaces the Central States' shoe fair usually held in early May. Several hundred shoe lines will probably exhibit in this showing.	CHICAGO SHOE TRAVELERS' ASSOCIATION	MORRISON HOTEL CHICAGO, ILLINOIS
Monday March 29- April 1	MID-SEASON BOSTON MART Mid-season exhibit featuring all wearing apparel and accessories. Directed by Syd Gordon, Parker House, Boston, Massachusetts.	BOSTON MERCHANDISE MART	PARKER HOUSE BOSTON, MASSACHUSETTS
Week of March 29	EXHIBIT: SPANISH-AMER. WAR: FASHIONS 1898 PERIOD The Gibson Girl era is featured in the sixth exhibit in a series showing fashions during the eight periods when this country was at war. Authentic costumes with adaptations designed by Traphagen students are shown, including accessories of the period, also dolls, figurines, chests, books, and posters. Visitors welcome daily 9 to 9; Saturdays until 5. Further information from: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Monday March 29- April 16	EXHIBIT: ART AS WEAPON FOR TOTAL WAR Creative and commercial artists have submitted ideas in a win-the-war exhibit. Entries include models, comic strips, cartoons, posters, newspapers, three-dimensional and construction displays. Jury of selection and sponsors includes country's leading artists. Open to public through April 16. Contact: Artists League of America, 47 E. 12th St., N.Y.C., GR. 7-7648.	VICTORY WORKSHOP	NEW SCHOOL OF SOC. RES. 66 WEST 12TH STREET
Tuesday March 30 1:00 P.M. Luncheon	HATS LOOKING TOWARD SUMMER A Florell show can always be depended upon to have showmanship, flair and dramatic hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0896. Ritz: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 30 2:00- 4:00 P.M.	"TIME FOR VICTORY" PROMOTION Cinemactor, Cary Grant, has been invited to sell War Bonds and Stamps at McCreery's to inaugurate a national contest sponsored by Helbros Watches. War Stamp purchasers will be entitled to enter applications in a contest which pays off \$2,500 in War Bonds as a first prize and has 100 additional prizes. Open to Press and public. Publicity: Elsie Porcell, WI. 7-7000.	JAMES MCCREERY	5TH AVE. AT 34TH ST. BALCONY FINE JEWELRY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 30 2:00- 6:00 P.M.	PRESS PREVIEW: LARGE LATIN-AMERICAN COLLECTION A major exhibit of Latin-American works of art, many of them recently acquired. Included are more than 200 paintings, drawings, and pieces of sculpture -- an important exhibit representing most of the Southern Republics and installed with the advice of Lincoln Kirstein, consultant on Latin-American art. Opens to public, Wednesday, March 31st through May 9th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday March 30 3:30 P.M.	PRESS PREVIEW: OPENING NEW WOMEN'S SHOP This is a new floor lay-out and simplification of all women's clothing needs. Expect surprises. Press by invitation. Publ.: Miss Epstein, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET
Wednesday March 31 1:00 P.M. Luncheon	DE LUXE TAILORED FASHIONS A Collection of advance Spring and Summer suits. Open to public. Lunch, \$2. Knize Publ.: Viola Shefer, PL. 3-2116. Waldorf: Ted Saucier, EL. 5-3000.	KNIZE INC. (20 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday March 31 3:00 P.M. (Postponed from 3/29)	PRESS PREVIEW: ADVANCE LOOK AT FALL COLLECTION This is a "strictly by invitation" preview for the Press. It will be followed by a presentation to the Trade on Thursday, April 1st at 2 P.M. by appointment only. Cost is \$100 and admits head of the firm, plus one designer. Copying of four models included in cost. Two surprise collections by two top-flight California designers will be shown with the Howard Greer Collection. Publicity: Mrs. Beatrice Sterling, 277 Park Ave., WI. 2-7494.	HOWARD GREER	ASTOR HOTEL, SUITE 168-70 B'WAY AT 45TH STREET
Wednesday March 31 4:30 P.M.	PRESS PREVIEW: ARALAC SODA FOUNTAIN PARTY This is to be a showing of Fall interlining fashions made out of this newest Dairy Product's fabric. Press strictly by invitation. Please do not ask for admission. Publicity: Elliott & Nelson, MU. 2-7340.	ARALAC INC.	OFFICES OF NAT'L DAIRY PRODUCTS, 230 PARK AVE.
Thursday April 1 12:30 P.M. Luncheon	"GET ACQUAINTED" LUNCHEON MEETING The April 1st bi-monthly luncheon of the Publicity Club of New York will be a "get acquainted" meeting without formal speakers. Members and guests will talk informally on various subjects of mutual interest. This is an open meeting. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
Thursday April 1 1:00 P.M. Luncheon	SUMMER FASHION SHOWING "Work and Play in Cottons", Mrs. Pleasants Pennington's Springtime theme will be dramatized in a luncheon fashion show in the Persian Room of the Plaza. Open to public. Luncheon, \$2. Press by invitation. Chez Rosette Publ.: Mrs. Pleasants Pennington, PL. 8-2460. Plaza: Alma Zaiss, PL. 3-1740.	CHEZ ROSETTE (10 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday April 1 4:00- 6:00 P.M.	PRESS TEA FOR BATH MITTS Mr. Charles Everett of Le Sonier Inc., makers of beautiful best-seller bath mitts, will entertain members of the Fashion and Beauty Press at tea and cocktails in his new apartment at 20 E. 35th St. There, Le Sonier's newest powder-filled and re-fillable bath mitts will be introduced. Some have a war-time flavor. By invitation. Contact: Charles Everett, LE. 2-2145.	MR. CHARLES EVERETT OF LE SONIER INC.	20 EAST 35TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 2 8:00 P.M.	PREVIEW: PRESS PHOTOGRAPHER'S 8TH ANNUAL EXH. Exhibit of hundreds of "on the spot" pictures covering most eventful years in history, to acquaint public with identity of "man behind the camera". Spot news and feature news photos will be exhibited, with awards in each group. Press preview, by invitation. Open to public from April 3rd thru May 3rd. Admission, 28¢. Contact: Clinton Thomas, CI. 6-2075.	PRESS PHOTOGRAPHERS' ASSOCIATION OF N.Y.	MUSEUM OF SCIENCE & IND. RCA BLDG., ROCKE. PLAZA
Friday April 2	NEWSSTAND DATE: APRIL GLAMOUR'S "MOST FOR YOUR MONEY" ISSUE, 420 LEXINGTON Packed with shopping strategy for the career girl and showing her how accessories can put a whole new face on fashion, thus under-scoring the new importance of hats, bags and gloves in a war-time wardrobe. To tie-in, contact: Peggy Sweet, Merchandise Editor. Publicity: Albert Kornfeld, Conde Nast Publications, MO. 4-7500.		
Saturday April 3 10:30 A.M.	"TRICKS FOR TEENS" CLUB MEETING The monthly meeting of Saks' "Tricks For Teens" Club will take on a Spring-time flavor. This goes for the refreshments, the music and the fashion show. Open to Press and Teens. Publ.: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET DEBUTEE SHOP, 2ND FL.
Monday April 5 8:00 P.M.	GALA RED CROSS BENEFIT FETE 30 trade leaders headed by Samuel Staff of Julius Grossman Shoes, are joining the Motion Picture Industry to sell tickets and promote a benefit for American Red Cross Fund. Entertainment will include a galaxy of Broadway stars, a special unit of 20 Hollywood stars and leading radio performers. Open to public. Admission: \$2.20 to \$27.50. Publ.: Jack Irb, WI. 7-5490.	RED CROSS WAR FUND COMMITTEE	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Tuesday April 6 1:00 P.M. Luncheon	BRIDAL TROUSSEAU LUNCHEON SHOW Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 7 1:00 P.M. Luncheon	"AT THE WALDORF" LUNCHEON FASHION SHOW Who better than the three smart shops serving the Waldorf clientele to put on an "At the Waldorf" luncheon fashion show on Wednesday, April 7th, in time for pre-Easter buying! Gowns in this interesting fashion promenade will be by Town and Travel Wear of the Waldorf; furs by Dein-Bacher of the Waldorf; and special hair-do's by Michael of the Waldorf. Open to public. Luncheon, \$2. Press by invitation. Publ.: Ted Saucier, EL. 5-3000.	THREE WALDORF SHOPS	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday April 7 3:00 6:00 P.M.	PREVIEW: CONTEMPORARY AMERICAN PAINTINGS The Metropolitan Museum of Art invited members of the Press to attend an exhibition of Contemporary American Paintings from the Collection of the University of Arizona. Open to public, April 8th-April 27th. Publicity: Alice Merriam, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Thursday April 8 10:00 A.M. On.....	ANNUAL KNIT OUTER-WEAR CONVENTION A timely survey of what's available in all outerwear including men's women's and children's. Open to members of industry. No admission cost, but dinner served in Ballroom at \$6.50. Contact: Mr. Michaelson, National Knit Outer-wear Association, 386 4th Ave., N.Y.C., AS. 4-7520.	NATIONAL KNIT OUTER-WEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 8 1:00 P.M. Luncheon	SPRING AND SUMMER STYLE ORIGINALS Open to public. Luncheon, \$2. Press by invitation. Collins Publicity: Ann Roundtree, PL. 3-9403. Plaza Publicity: Alma Zaiss, PL. 3-1740.	HARRY COLLINS (647 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
Thursday April 8 6:00 P.M.	EASTER FRESH THRIFT FASHIONS Designed as a fashion show for late shoppers on the store's late night opening, this Easter parade in preview will present new and colorful Spring fashions with an eye to thrift and serviceability. Open to Press and public. Publicity: Elsie Porcell, WI. 7-7000.	JAMES McCREERY & CO.	5TH AVE. AT 34TH ST.
Thursday April 8- May 8	OPENING: JAMAICA SPRING RACE MEET General admission, \$1.50; Clubhouse, \$4.00. Contact: MA. 4-1940.	METROPOLITAN JOCKEY CLUB	JAMAICA TRACK JAMAICA, LONG ISLAND
Friday April 9 8:15 P.M.	CIRCUS COMES TO TOWN Feature of this year's Circus is a presentation of an old-time street parade staged by John Murray Anderson. On opening night, the U. S. Treasury Department will take over for War Bond sales. Everyone attending must have purchased a War Bond. Publicity: Mr. Roland Butler, CI. 6-6600.	RINGLING BROS., BARNUM & BAILEY CIRCUS	MADISON SQUARE GARDEN
Saturday April 10 On..... While Circus Is In Town	CIRCUS CLOWNS AT BIG TOP RESTAURANT While the Circus is in town, some of its famous clowns will cut capers daily during the lunch hour in McCreery's Big Top Restaurant to amuse shoppers and children. This is an annual command performance, highly re- garded by the McCreery clientele. Publ.: Elsie Porcell, WI. 7-7000.	JAMES McCREERY	5TH AVE. AT 34TH ST. BIG TOP RESTAURANT, 2FL.
Tuesday April 13- April 16 10:00 A.M.- 6:00 P.M.	WAR-TIME PACKAGING EXPOSITION This is a get-together on the part of package makers showing how to develop ingenuity in packaging even though materials are hard to get. Re- sults are surprisingly good. Open to industry. Registration fee, full conference, members, \$5; non members, \$8. One day, \$2 and \$3 respective- ly; one-half day, \$1 and \$2 respectively. Tuesday luncheon, April 13th, \$2.25. Wednesday luncheon, April 14th, \$2.25. Contact: James O. Rice, Editor, American Management Association, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH STREET
Tuesday April 13 1:00 P.M. Luncheon	SUMMER COTTON CLASSICS SHOW Open to public. Luncheon, \$2. Press by invitation. Cotton Shop Public- ity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP INC. (543 MADISON AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 13 1:00 P.M. Luncheon	ANNUAL "EASTER PARADE" FASHION SHOW 15 leading American designers, including Nettie Rosenstein, Joseph White- head, etc. (other names to follow), will be represented in the annual "Easter Parade" luncheon fashion show to be given for the benefit of the Nearly New Shop. As usual, the 15 day nurseries and children's charities which this shop supports will share in the benefits. Fashion show under direction of June Hamilton Rhodes, Bureau of Fashion Trends. Admission, \$3.75 (incl. tip and tax). Chairman: Mrs. Ralph West Robey, CI. 7-0039. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	NEARLY NEW SHOP (917 8TH AVE.)	WALDORF ASTORIA HOTEL GRAND BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 14 1:00 P.M. Luncheon	SHOWING OF SPRING AND SUMMER SPORTS STYLES Open to public. Luncheon, \$2. Press by invitation. Lenz Publicity: Miss Wolf or Miss Herta, PL. 3-3800.	LANZ OF SALZBURG (668 FIFTH AVENUE)	WALDORF ASTORIA HOTEL WEDGEWOOD ROOM
Tuesday April 20 1:00 P.M. Luncheon	EXCLUSIVE SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL INC. (10 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wed., 4/21 NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK			
Thurs. 4/22 NO LUNCHEON FASHION SHOW IN PERSIAN ROOM OF PLAZA DURING HOLY WEEK			

April 25	<u>EASTER SUNDAY IN NEW YORK</u> Some New York hotels are still on the fence about elaborate celebrations of Easter Sunday with their traditional top-hat fashion parades. FASHION CALENDAR will keep its subscribers informed as plans develop.		
Easter Sunday April 25 Noon On.....	EASTER LUNCHEON AND CONCERT The pretty Cotillion Room at the Pierre expects a big Easter Luncheon crowd and will present the Uptown Russian Cathedral Choir in special Easter music from 3 to 5:30 P.M. Luncheon, a la carte. Publ.: Mr. Lynch, RE. 4-5900.	HOTEL PIERRE	5TH AVE. AT 60TH ST. COTILLION ROOM
Easter Sunday April 25 12:45	5TH ANNUAL EASTER BONNET LUNCHEON The Ambassador expects its usual Easter Sunday Breakfast following and will serve a special prefix \$2 Easter brunch. No special fashion events planned. Publicity: Mae C. Flynn, WI. 2-1000.	AMBASSADOR HOTEL	PARK AVE. AT 51ST ST. TRIANON ROOM
Easter Sunday April 25 1:00 P.M.	GALA RED CROSS EASTER LUNCHEON, TEA-DANCE AND FASHION SHOW Easter Sunday will be gaily celebrated as a Red Cross benefit at the Delmonico Hotel where the fun begins with luncheon and a fashion show of costumes and hats by Florence and Rejean Reichman, with jewels by Karples. Admission: \$2.75, includes tax and entitles guests to stay through luncheon and on into the afternoon for tea dancing and Easter entertainment. There will be door prizes and grab-bag drawings. All donations gratefully ac- cepted and accredited. Open to public. Contact: Ann Edison, SA. 2-7104 or VO. 5-2500.	AMERICAN RED CROSS	DELMONICO HOTEL MAIN BALLROOM 502 PARK AVENUE
Easter Sunday April 25	EASTER SUNDAY BREAKFAST Although there is no planned program for Easter Sunday Breakfast or Lunch- eon at the Plaza, it is traditional for many New Yorkers to drop in there after Church for Breakfast or Luncheon in the Terrace Room. Publicity: Alma Zaiss, PL. 3-1740.	PLAZA HOTEL	5TH AVE. AT 59TH ST. TERRACE ROOM
Easter Sunday April 25	EASTER TEA-TIME PARADE Easter Sunday will be celebrated at the Waldorf with a tea-time concert and fashion parade. Mannikins will stroll among the tables in the Park Avenue Foyer and on the Terraces, in simple background dresses, by Gothe Modes, with accent on Easter Hats by Aranka. Open to public. Press by invitation. Further details to be announced. Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVE. AT 51ST ST. FOYER AND TERRACES



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 27 1:00 P.M. Luncheon	ANNUAL BENEFIT LUNCHEON FASHION SHOW This is an annual event in which a number of the best shops on upper Fifth Avenue participate in making this society-sponsored fashion show of value in a style sense and beneficial to this fine Adoption Nursery. Open to public. Press by invitation only. Price of luncheon and further details to be announced. Publicity: Mrs. Timmie Richards, PL. 3-4500.	SPONSORED BY ALICE CHAPIN ADOPTION NURSERY	ST. REGIS HOTEL VIENNESE ROOF
Tuesday April 27 2:00- 6:00 P.M.	PRESS PREVIEW: SPANISH- AMERICAN ART EXHIBIT A collection of Spanish-American art of the Southwest, including much important religious art; polychrome wood carving of saints; painted wood and leather panels. Opens to public, Wednesday, April 28th through June 13th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Friday April 30 9:00 P.M.	ANNUAL NEWSPAPER GUILD BALL Elsa Maxwell will be Mistress of Ceremonies at this year's Newspaper Guild's annual ball. In addition to the usual distinguished Broadway entertainers and name bands that appear, the evening will feature a number of "page one" awards to stars of stage, screen and radio, for outstanding accomplishment in their fields during the past year. Awards will go to Duke Ellington, band leader; Martin Block, announcer, and the Golden Gate Quartet. Queen of the ball will be the prettiest copy girl on any New York newspaper. Proceeds to the New York Labor War Chest. Admission, etc., in later issue. Publicity: Harold Harris, Brooklyn Daily Eagle, MA. 4-6200.	NEWSPAPER GUILD OF NEW YORK	ASTOR HOTEL GRAND BALLROOM
Saturday May 1	69TH RUNNING OF KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KENTUCKY
Monday May 3-8	5TH ANNUAL NATIONAL POSTURE WEEK With millions of women in war work, Posture takes the spotlight as one of the most important features in the physical fitness program during the national emergency. Slogan of this year's event: "Fitness for Victory" will be dramatized with full-color posters available to industrial plants that employ women, to schools and colleges and women's clubs and to stores for window and interior display. National Posture Week presents a good opportunity for stores to participate in a program for tie-ins with government-approved plans for physical fitness and safety. For merchandising suggestions and tie-ins, contact: Mr. Frank Kaufman, S. H. Camp, CH. 4-5798.	SPONSORED BY S. H. CAMP & CO.	THROUGHOUT COUNTRY
Tuesday May 4 4:00- 7:00 P.M.	FASHION SHOW AND COCKTAIL PARTY A gala send-off to inaugurate a new line of Old South "Cotton Blossom" toilet- ries, introduced by Bonwit Teller, and 73 leading stores across the country. Coordinated are Southern prints, pastel cottons, rayons and cotton laces, David Crystal cotton sports dresses; Capri dressy pastel prints and others, all stressing the Old South patterns. Preview by invitation. Contact: Muriel Johnstone, 9 Rockefeller Plaza, N.Y.C., CI. 5-7880.	MURIEL JOHNSTONE	HAMPSHIRE HOUSE 150 CENTRAL PARK SOUTH
Sunday May 9	"MOTHER'S DAY" PROMOTION PLANS The celebration of "Mother's Day" this year has a war-time slant. It begins with presentation of a poster "Remember Mother--The Bravest Soldier of Them (Continued on following page)	NAT'L. COMM. ON OBSERV- ANCE OF "MOTHER'S DAY"	RETAIL STORES THROUGHOUT COUNTRY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

All", designed by Lieutenant McClelland Barclay, to Mrs. Edward Rickenbacker, wife of famous aviator-hero. To enable retailers to get additional volume out of this gift-giving day, the Trade Promotion Committee for "Mother's Day" has a number of promotional suggestions and many display ideas available to retailers on request. For revenue-raising helps, contact: Irving K. Edwards, Gray Advertising Agency, CH. 4-3900.

Monday	BELMONT SPRING	WESTCHESTER	BELMONT PARK
May 10-	RACE MEET	RACING ASSOC.	ELMONT, L.I.
June 5	General admission, \$1.50; Clubhouse, \$4. Contact: WI. 2-4996.		

Wednesday	COTTON LUNCHEON	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL
May 12	FASHION SHOW	(5TH AVE. AT 40TH ST.)	STARLIGHT ROOF
1:00 P.M.	Arnold Constable will tell New Yorkers how to face Summer in a luncheon showing of cotton fashions on the Starlight Roof of the Waldorf. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		

Monday	1943 NATIONAL	SPONSORED BY COTTON	THROUGHOUT THE COUNTRY
May 17-	COTTON WEEK	TEXTILE INSTITUTE &	
May 22		NATIONAL COTTON COUNCIL	

In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19<sup>3</sup>/<sub>4</sub>" red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.

Thursday	ANNUAL SPRING	TANNERS' COUNCIL	WALDORF ASTORIA HOTEL
May 20-	BUSINESS MEETING	OF AMERICA	PARK AVE. AT 50TH ST.
May 21	This is for the purpose of discussing the many problems arising each day in the leather industry. The meeting will cover such matters as hide and skin supplies, tanning materials, manpower, government orders, etc. Further details to be announced later. Publicity: Mr. J. S. Nelson, BE. 3-0494.		

#### DATES AHEAD

#### RED LETTER WEEKS

Apr. 1	APRIL FOOL'S DAY	(Thurs.)
Apr. 6	ARMY DAY	(Tues.)
Apr. 14	PAN-AMERICAN DAY	(Wed.)
Apr. 18	PALM SUNDAY	
Apr. 20	1ST DAY OF PASSOVER	(Tues.)
Apr. 23	GOOD FRIDAY	
Apr. 25	EASTER SUNDAY	
May 9	MOTHER'S DAY	(Sun.)
May 15	STRAW HAT DAY	(Sat.)
May 17	I AM AN AMERICAN DAY	(Mon.)
May 30	MEMORIAL DAY	
	(Celebrated Mon.)	
June 14	FLAG DAY	(Mon.)
June 20	FATHER'S DAY	(Sun.)
June 22	1ST DAY OF SUMMER	(Tues.)
July 4	INDEPENDENCE DAY	
	(Celebrated Mon.)	

Apr. 1-7	CONSERVATION WEEK
Apr. 3-10	NATIONAL BASEBALL WEEK
Apr. 4-10	NATIONAL DISPLAY WEEK
Apr. 19-24	NATIONAL GARDEN WEEK
Apr. 25-5/1	NATIONAL BABY WEEK
Apr. 26-5/1	NATIONAL FOOT HEALTH WEEK
May 1-8	NATIONAL EGG WEEK
May 1-8	AMERICAN HOME WEEK
May 1-8	NATIONAL FISHERMAN'S WEEK
May 2-9	NATIONAL MUSIC WEEK
May 3-9	NATIONAL RESTAURANT WEEK
May 12-18	GOOD WILL WEEK
May 15-22	NATIONAL GOLF WEEK
May 17-22	NATIONAL COTTON WEEK
May 23-29	NATIONAL FIRST-AID WEEK
May 29-6/5	NATIONAL TENNIS WEEK
June 21-26	NATIONAL SWIM-FOR-HEALTH WEEK



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Tuesday.....PREMIERE: "THE FAMILY" WINDSOR THEATRE, 157 WEST 48TH STREET  
 March 30 Victor Wolfson novel dramatized and produced by Oscar Serlin. Cast includes Lucille Watson, Evelyn Vardin, Elisabeth Fraser, Carol Goodner and Yung Ying Hsu. Costumes, Carole Hancock. Publ.: Harry Forward, CI. 5-6371.

Wednesday...PREMIERE: "OKLAHOMA", THEATRE GUILD MUSICAL, ST. JAMES THEATRE, 245 W. 44 ST.  
 March 31 A sprightly musical with the authentic color and flavor of "Oklahoma" at the turn of the century. Music, Richard Rodgers. Book and lyrics, Oscar Hammerstein II; produced by Ruben Mamoulian. Costumes, Miles White. One of Theatre Guild's plushiest openings. Publ.: Joseph Heidt, CO. 5-0024.

Wednesday...CELANESE PRESENTS "GREAT MOMENTS IN MUSIC" OVER WABC-CBS NETWORK (880)  
 March 31 Jean Tennyson, Jan Pierce, and Robert Weede will sing in an all-Oscar  
 10:00 P.M. Strauss program based on the operetta, "The Chocolate Soldier". George Sebastian will conduct. Publ.: Bureau of Industrial Service, AS. 4-8400.

Thursday....PREMIERE: "SLIGHTLY DANGEROUS" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.  
 April 1 New MGM comedy starring electric Lana Turner with Robert Young, Walter Brennan, Dame May Whitty and Eugene Pallette. Costumes by Irene. Publicity: Lou Smith, BR. 9-7800.

Thursday....PREMIERE: "ZIEGFELD FOLLIES" WINTER GARDEN, B'WAY AT 50TH STREET  
 April 1 Featuring Milton Berle, Ilona Massey, Arthur Treacher, Dean Murphy, etc. Costumes by Miles White. Publicity: C. P. Greneker, CI. 6-9500.

Thursday....SPRING OPENING OF THE BALLET SEASON, METROPOLITAN OPERA HOUSE, B'WAY AT 39  
 April 1- Balletomaniacs welcome the Spring opening of S. Hurok's Ballet Season beginning with a gala first night program: "Swan Lake", "Pillar of Fire" and  
 May 2 "Bluebeard", with the matchless Alicia Markova, Dolin, Baronova and other favorites.  
 8:30 P.M.

Friday, April 2 - "Sylphides"; "Petrouchka"; "Pas De Quatre"; Gala Performance.  
Saturday Mat., April 3 - "Swan Lake"; "Peter and the Wolf"; "Coppelia".  
Saturday Eve., April 3 - "Aleko"; "Helen of Troy" (N.Y. Premiere, begun by the late Fokine with sets by Vertes. Title role danced by Zorina); "Princess Aurora".

Sunday, April 4 - "Giselle"; "Three Virgins and A Devil"; Gala Performance.  
Tuesday, April 6 will be the world premiere of "Romeo and Juliet", ballet version of the Shakespearian classic, in preparation for nearly a year. Alicia Markova and Hugh Lang will dance the title roles. Other forthcoming Ballets will be listed as they appear. There will be a six-day lay-off during Holy Week from April 19-24. Costumes by Miles White. Publicity: Gerald Goode, S. Hurok, PL. 3-0820.

Wednesday...PREMIERE: "DANCING IN THE STREETS" IMPERIAL THEATRE, 249 W. 45TH STREET  
 April 7 Vinton Freedley's musical comedy by Howard Dietz & Vernon Duke, dealing with  
 (Tentative) the lighter side of the housing problem in Washington today. Starring Mary Martin. Costumes by Kiviette. Hats by Helene Garnell. Publicity: Karl Bernstein, CI. 7-7151.

Friday.....PREMIERE: "EDGE OF DARKNESS" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET  
 April 9 Warner Bros. presents Errol Flynn's first new picture since his vindication in the famous trial. Co-starred with Ann Sheridan. Clothes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.

Wednesday...PREMIERE: "TOMORROW THE WORLD" ETHEL BARRYMORE THEATRE, 243 W. 47 ST.  
 April 14 James Gow and Arnaud d'Usseau play with Ralph Bellamy and Shirley Booth in leading roles. Elliot Nugent will direct and his daughter, Nancy, not quite 10-years old, begins her theatrical career in this play. Producer: Theron Bamberger. Settings by Raymond Sovey. Costumes supervised by Bianca Stroock. Publicity: Leo Freedman, LA. 4-5199.